

## ORDER



## Orders

Order / Rev: 172488

Alt Order #:

Product Desc: Wisconsin Gaming

Estimate: Wisconsin Gaming Enough Already

Flight Dates: 12/26/12 - 12/30/12

Original Date / Rev: 11/26/12 / 11/26/12

Order Type: GENERAL

Primary AE: Jim Held

Sales Office: MILW

Sales Region: LOC

WDJT-TV-LP

## Agency

Name: Nonbox/Eisner

Buying Contact: Carmen McKinley

Billing Contact:

5307 S. 92nd Street

Hales Corners, WI 53130

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

## Advertiser

Name: Wisconsin Gaming

Demographic: HH

Product Codes: PL Issue

Priority: POL

Revenue Codes: AGY, POL, ISS

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/26/12	12/30/12	6	\$3,450.00	\$2,932.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
December 2012	6	\$3,450.00	\$2,932.50	0.00
Totals	6	\$3,450.00	\$2,932.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Held			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	15%	\$3,450.00
Market	100%	\$23,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	30%	\$6,900.00
WITI	30%	\$6,900.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	25%	\$5,750.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDJT	12/28/12	12/28/12	M-F 5pm News M-F 5pm News	CM	5p-530p	----1--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
N 2	WDJT	12/27/12	12/28/12	M-F Late News M-F Late News	CM	10p-1035p	---11--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		12/24/12	12/30/12	---11--			2		\$700.00		0.00				
N 3	WDJT	12/29/12	12/29/12	Sat Late News Sat Late News	CM	10p-1035p	-----1-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WDJT	12/29/12	12/29/12	Sat Late News Sat Late News	CM	10p-1035p	-----1-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/24/12	12/30/12	-----1-		1				\$700.00		0.00			
N 4	WDJT	12/30/12	12/30/12	Sun Late News Sun Late News	CM	10p-1035p	-----1	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/24/12	12/30/12	-----1		1				\$700.00		0.00			
N 5	WDJT	12/30/12	12/30/12	Sun 530pm News Sun 530pm News	CM	530p-6p	-----1	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/24/12	12/30/12	-----1		1				\$300.00		0.00			
													Totals	6	\$3,450.00